

**DTX 1416**  
**(NAVY-ADS-0000029448)**  
**(Excerpt)**  
**(Redacted)**



:

**All redactions proposed  
by the United States**



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**Additional information  
covered by confidentiality  
objections of third parties**



# General Support

# Budget Breakout

## Funding provided as follows:

TO N0018922FZ678 ACRN AA (\$ [REDACTED]):

- Affiliates
- Jobsites
- Paid Search
- Esports

TO N0018922FZ678 ACRN AB (\$ [REDACTED]):

- Digital (Video, Display, Audio, DOOH, High-Impact)
- Social
- Brand Study



## General: Active Channels

Total Budget

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

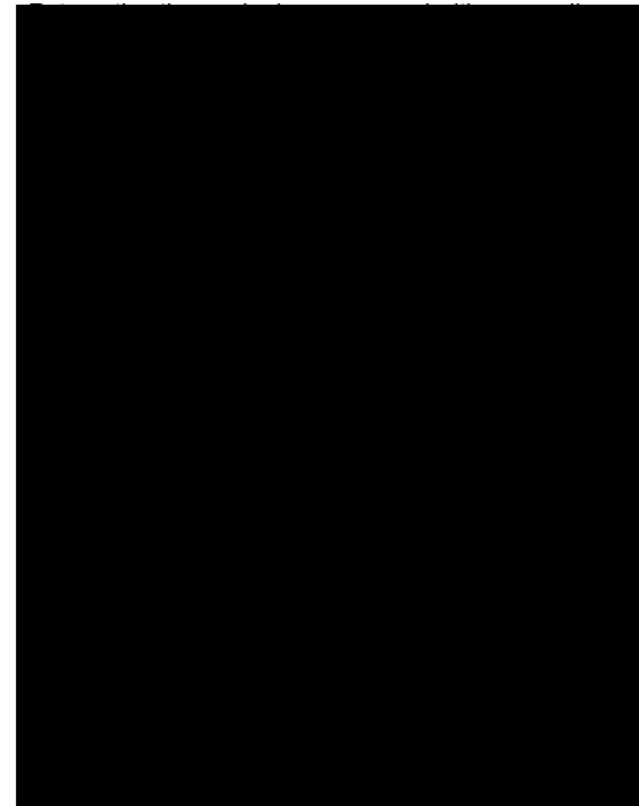
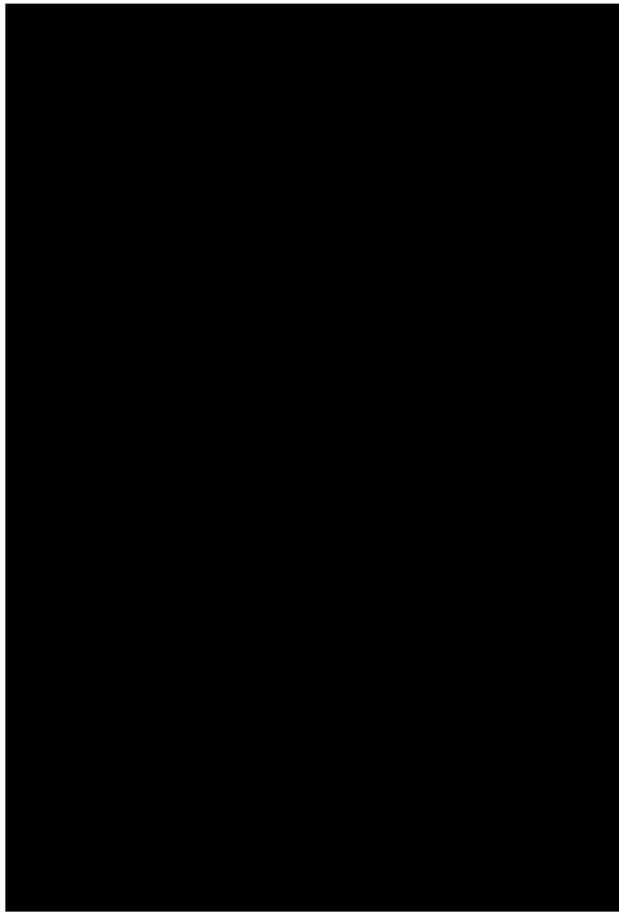
Y T A C T I C A L M E D I A R E C O

# Strategic Insights

## INSPIRE

## EDUCATE

## CONVERT







Highly Confidential

NAVY-ADS-0000029461



[REDACTED]

[REDACTED]

Overview/Rationale:

[REDACTED]

[REDACTED]

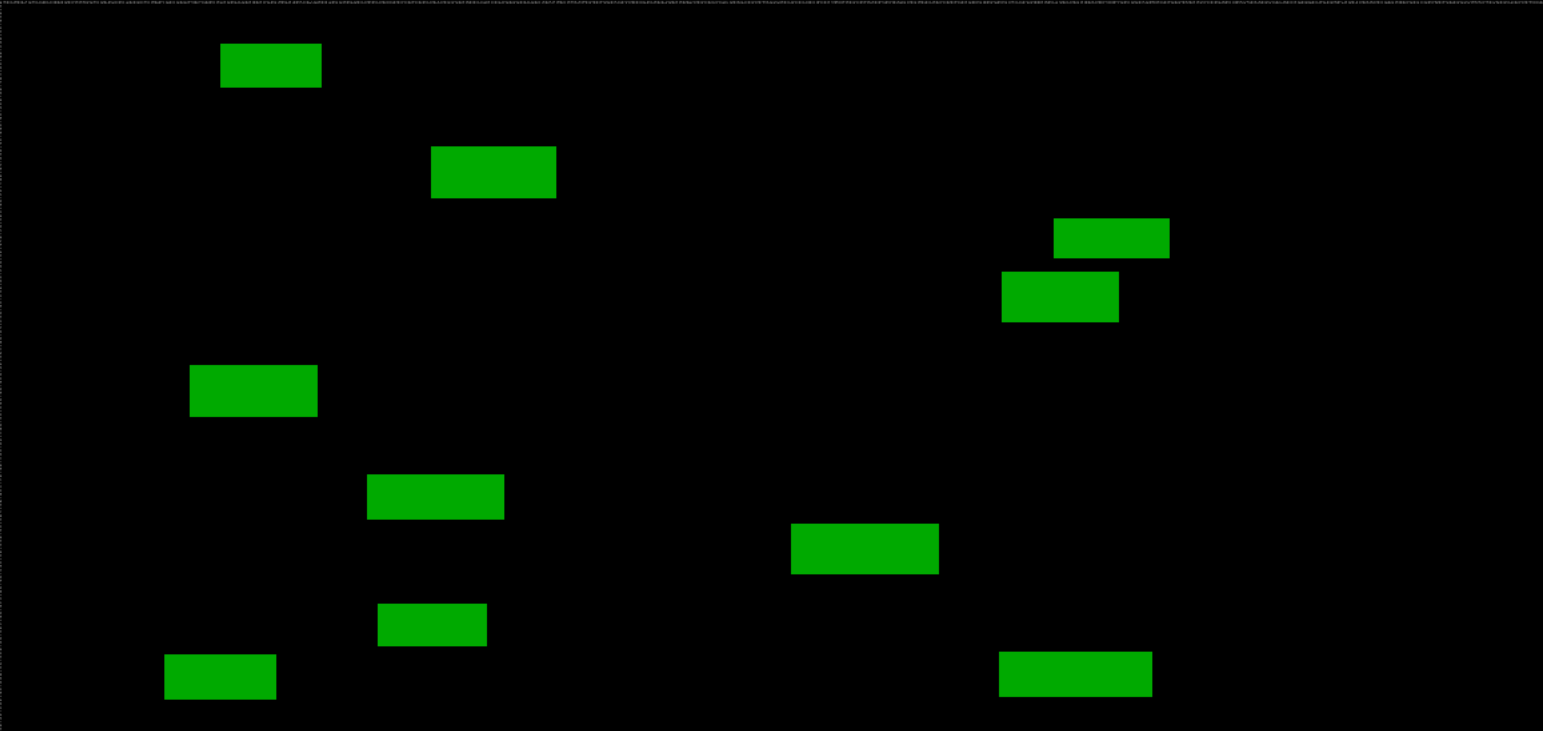
NAVY TACTICAL MEDIA RECO

[REDACTED]

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Approach :

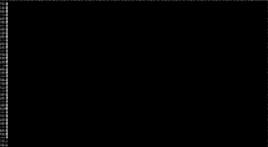
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Overview/Rationale:

Approach:

NAVY TACTICAL MEDIA REGO

[Redacted content under Overview/Rationale]

[Redacted content under Approach]

NAVY TACTICAL MEDIA REVIEW

Breakaway – Slide to Reveal Demo

Venti Video Demo

Tri-Plex Demo

Breakaway Demo

Hover Demo

**Approach:**

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NAVY TACTICAL MEDIA REFUG

Overview/Rationale:

Approach :